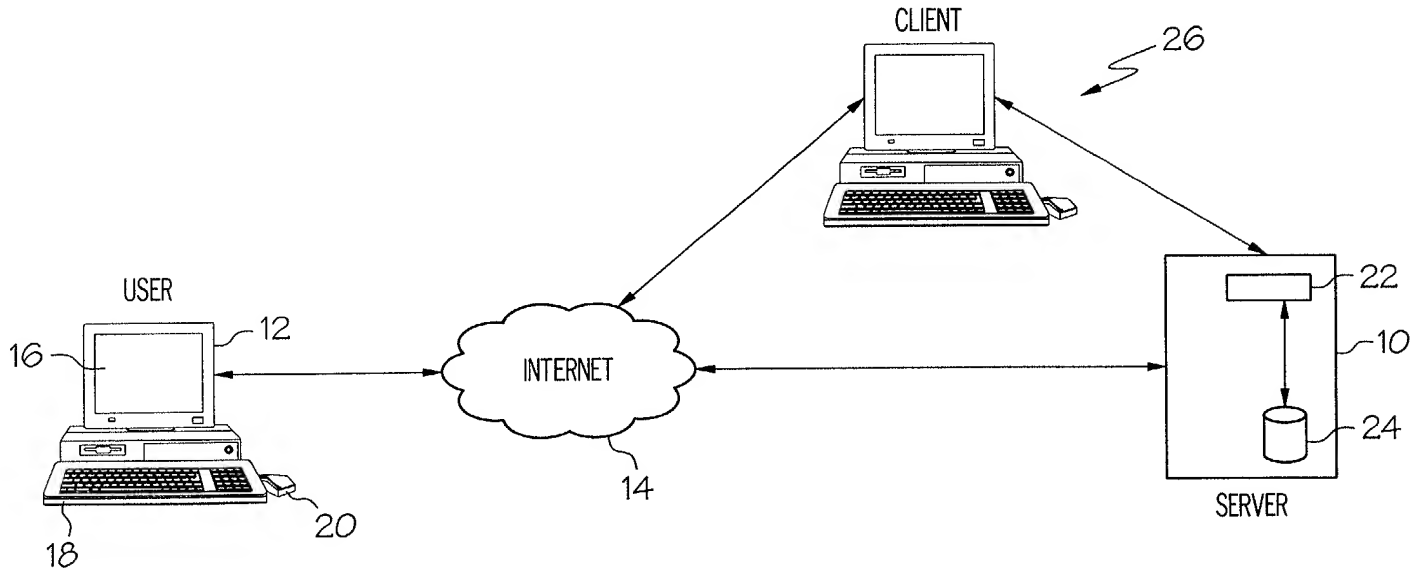


FIG. 1

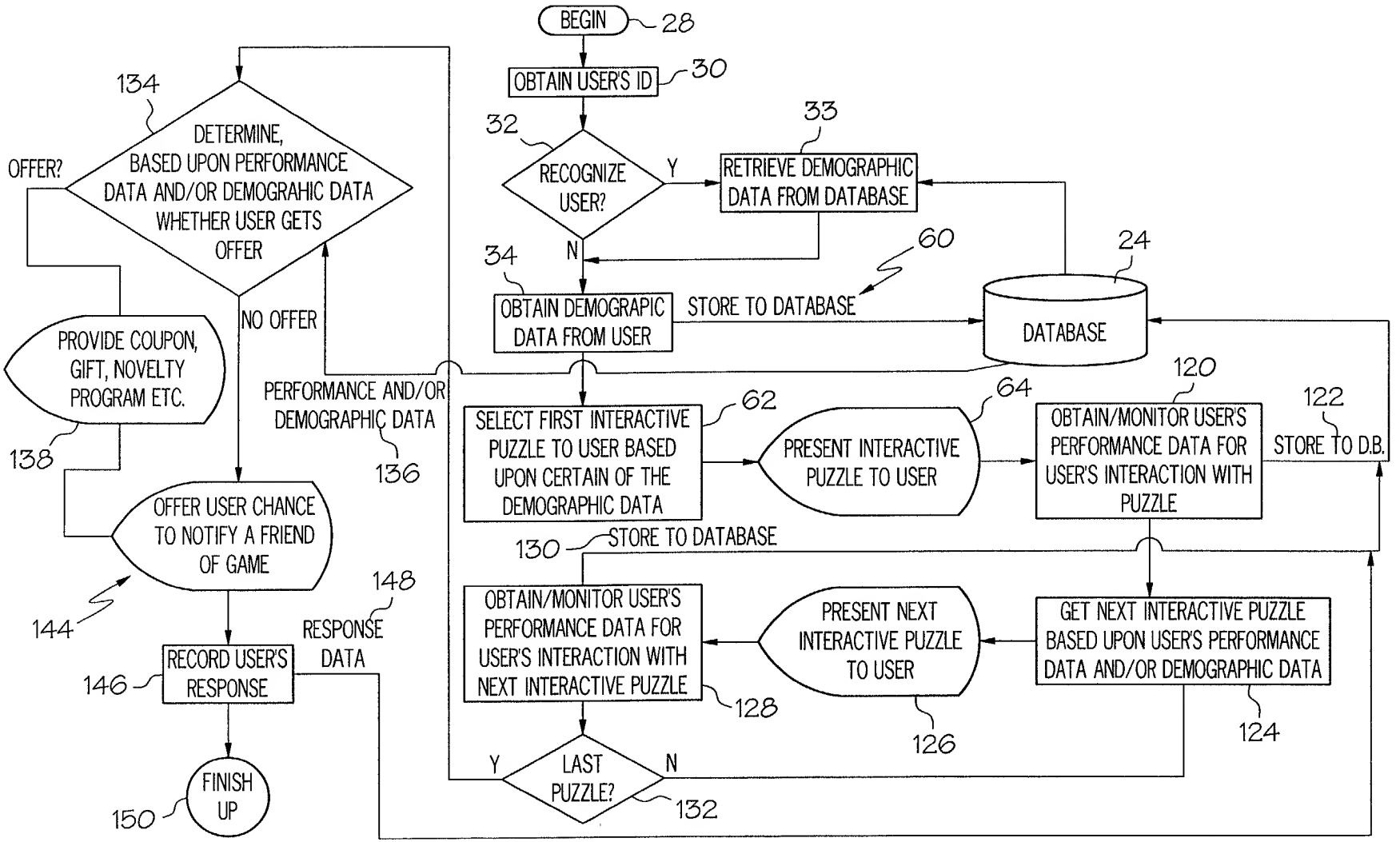

BEGIN
28
OBTAIN USER'S ID
30
32
RECOGNIZE USER?
Y
33
RETRIEVE DEMOGRAPHIC DATA FROM DATABASE
N
34
OBTAIN DEMOGRAPIC DATA FROM USER
60
STORE TO DATABASE
24
DATABASE
134
DETERMINE, BASED UPON PERFORMANCE DATA AND/OR DEMOGRAHIC DATA WHETHER USER GETS OFFER
OFFER?
NO OFFER
PROVIDE COUPON, GIFT, NOVELTY PROGRAM ETC.
138
PERFORMANCE AND/OR DEMOGRAPHIC DATA
136
SELECT FIRST INTERACTIVE PUZZLE TO USER BASED UPON CERTAIN OF THE DEMOGRAPHIC DATA
62
PRESENT INTERACTIVE PUZZLE TO USER
64
OBTAIN/MONITOR USER'S PERFORMANCE DATA FOR USER'S INTERACTION WITH PUZZLE
120
STORE TO D.B.
122
130
STORE TO DATABASE
OFFER USER CHANCE TO NOTIFY A FRIEND OF GAME
144
148
RESPONSE DATA
RECORD USER'S RESPONSE
146
OBTAIN/MONITOR USER'S PERFORMANCE DATA FOR USER'S INTERACTION WITH NEXT INTERACTIVE PUZZLE
128
PRESENT NEXT INTERACTIVE PUZZLE TO USER
126
GET NEXT INTERACTIVE PUZZLE BASED UPON USER'S PERFORMANCE DATA AND/OR DEMOGRAPHIC DATA
124
Y
LAST PUZZLE?
N
132
FINISH UP
150

FIG. 2

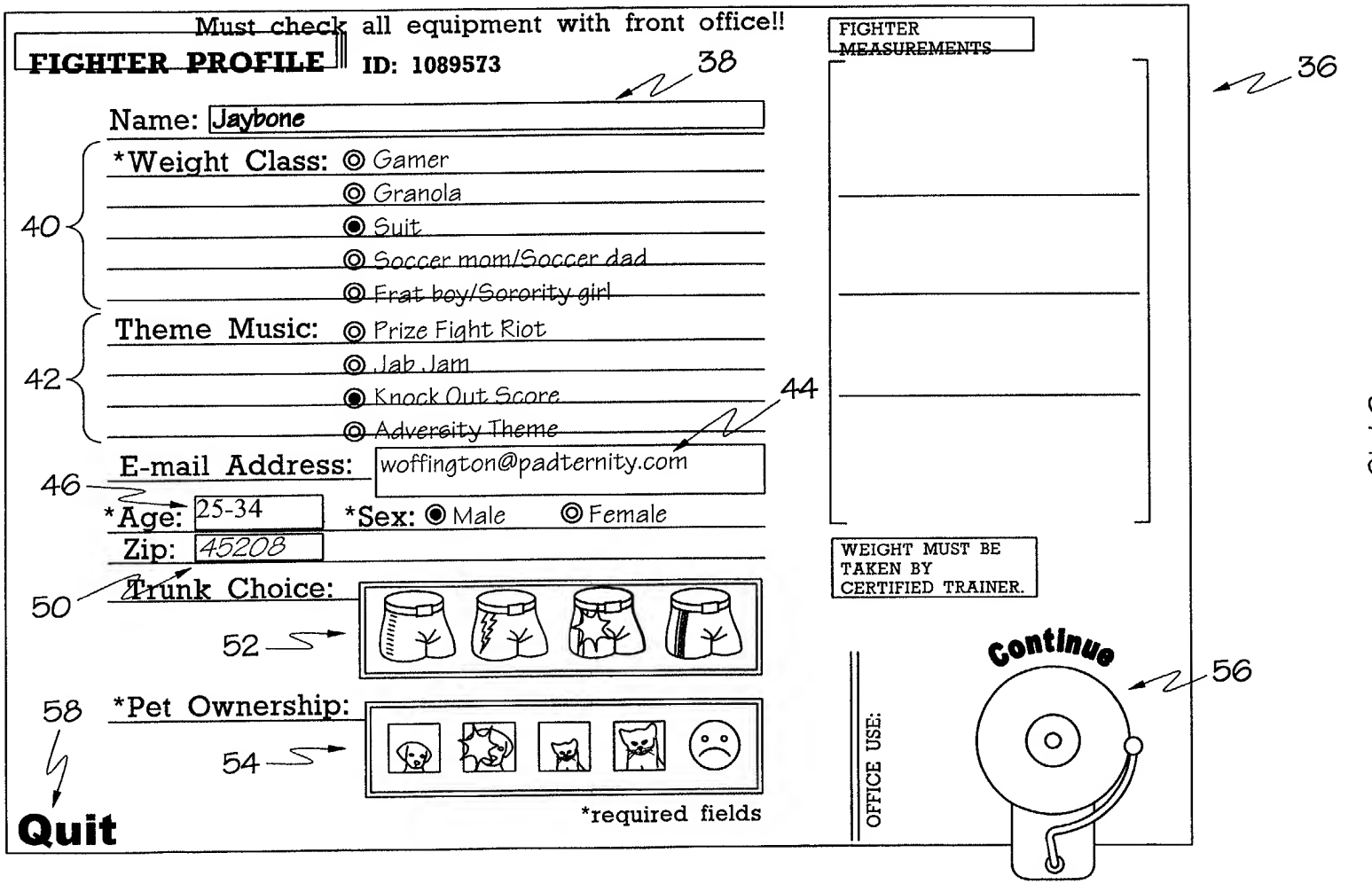

Must check all equipment with front office!!
FIGHTER PROFILE
ID: 1089573
38
Name: Jaybone
*Weight Class:
Gamer
Granola
Suit
Soccer mom/Soccer dad
Frat boy/Sorority girl
40
Theme Music:
Prize Fight Riot
Jab Jam
Knock Out Score
Adversity Theme
42
44
E-mail Address:
woffington@padternity.com
46
*Age: 25-34
*Sex: Male Female
Zip: 45208
50
Trunk Choice:
52
58
*Pet Ownership:
54
Quit
*required fields
OFFICE USE:
FIGHTER MEASUREMENTS
36
WEIGHT MUST BE TAKEN BY CERTIFIED TRAINER.
Continue
56

FIG. 3

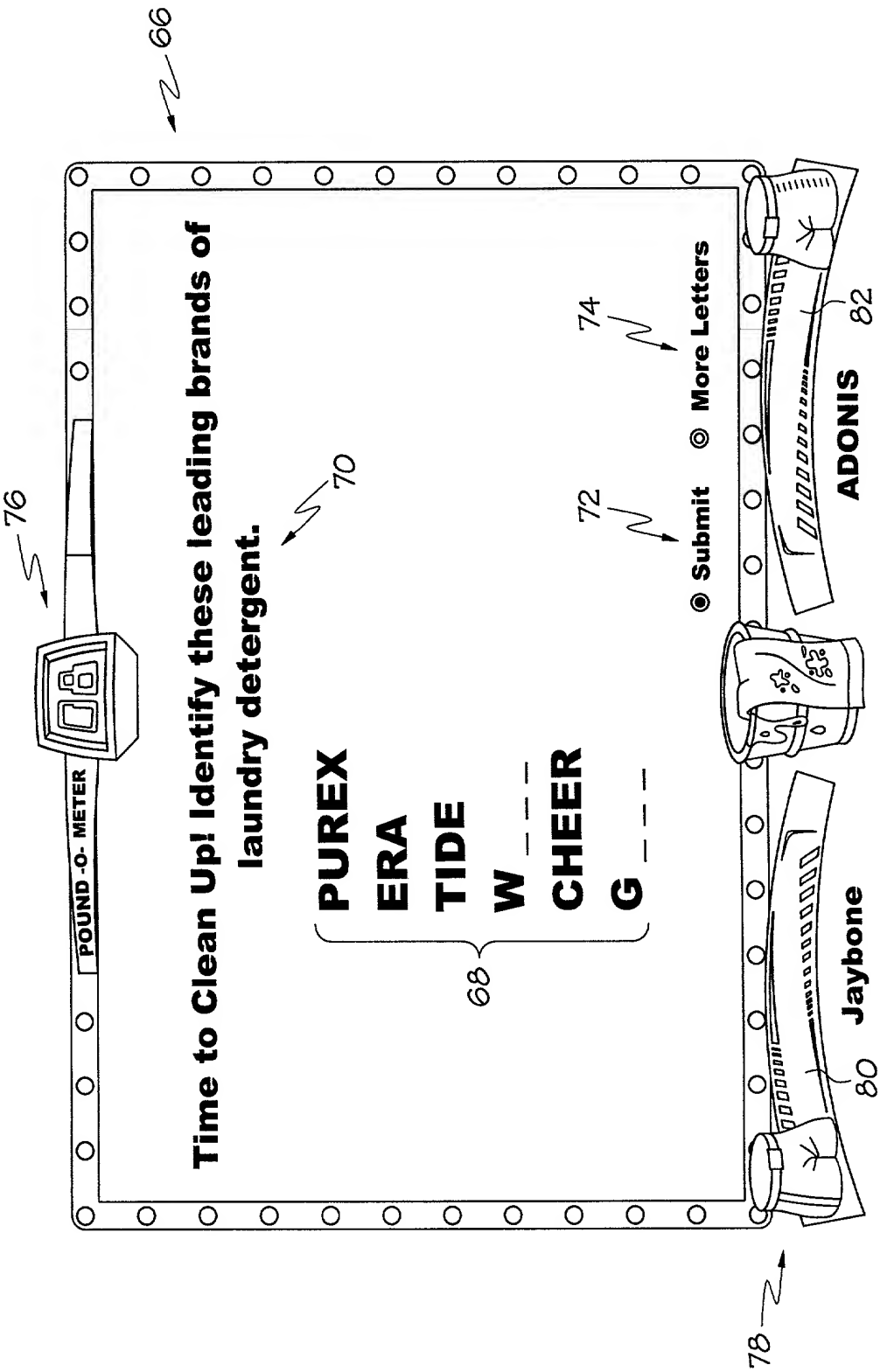

66
76
POUND -O- METER
Time to Clean Up! Identify these leading brands of laundry detergent.
70
PURUX
ERA
TIDE
W_ _ _
CHEER
G_ _ _
68
72
Submit
More Letters
74
ADONIS
82
Jaybone
80
78

FIG. 4

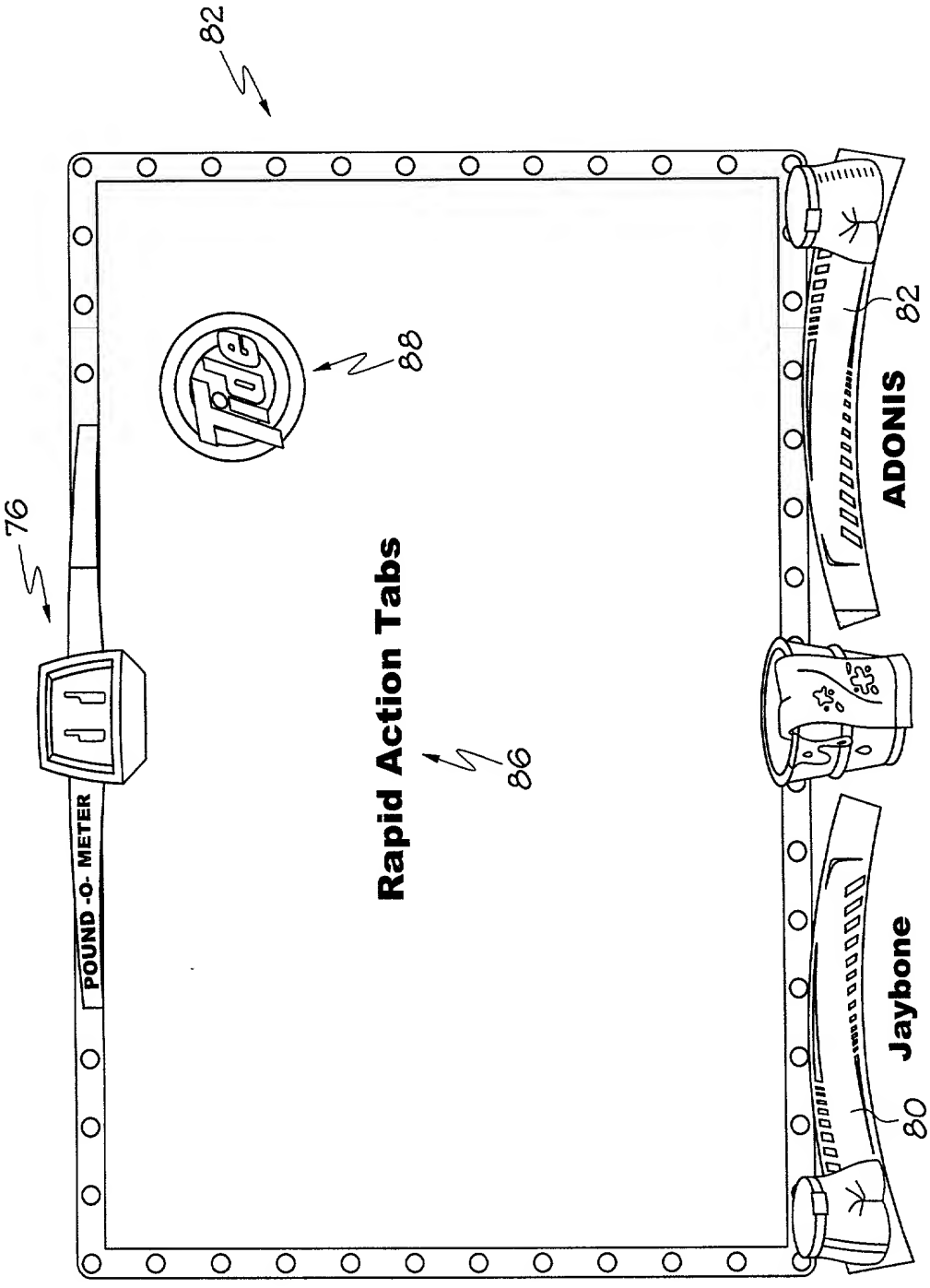

82
88
76
Rapid Action Tabs
86
POUND -O- METER
ADONIS
82
Jaybone
80

FIG. 5

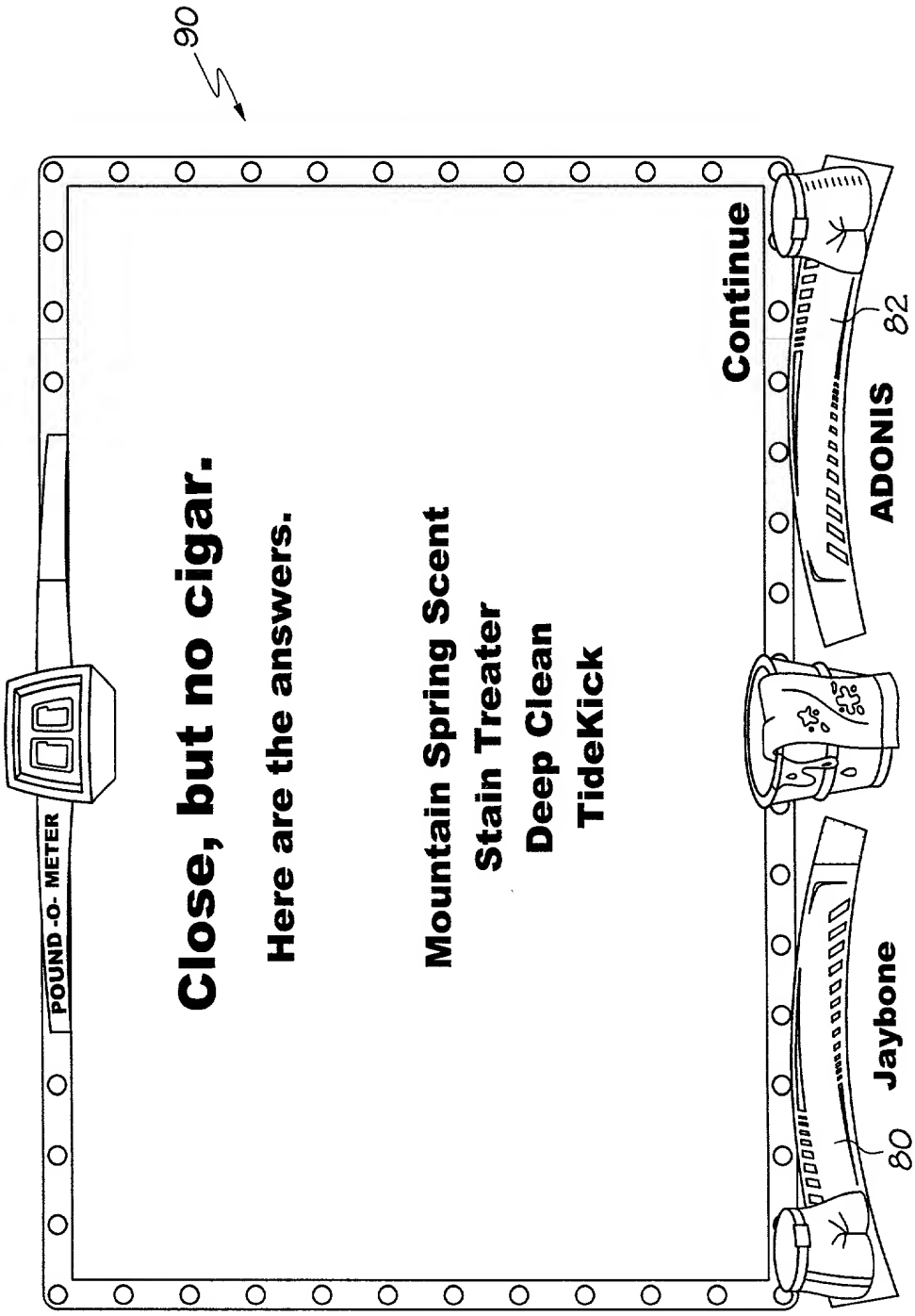

90
POUND -O- METER
Close, but no cigar.
Here are the answers.
Mountain Spring Scent
Stain Treater
Deep Clean
TideKick
Continue
ADONIS
82
Jaybone
80

FIG. 6

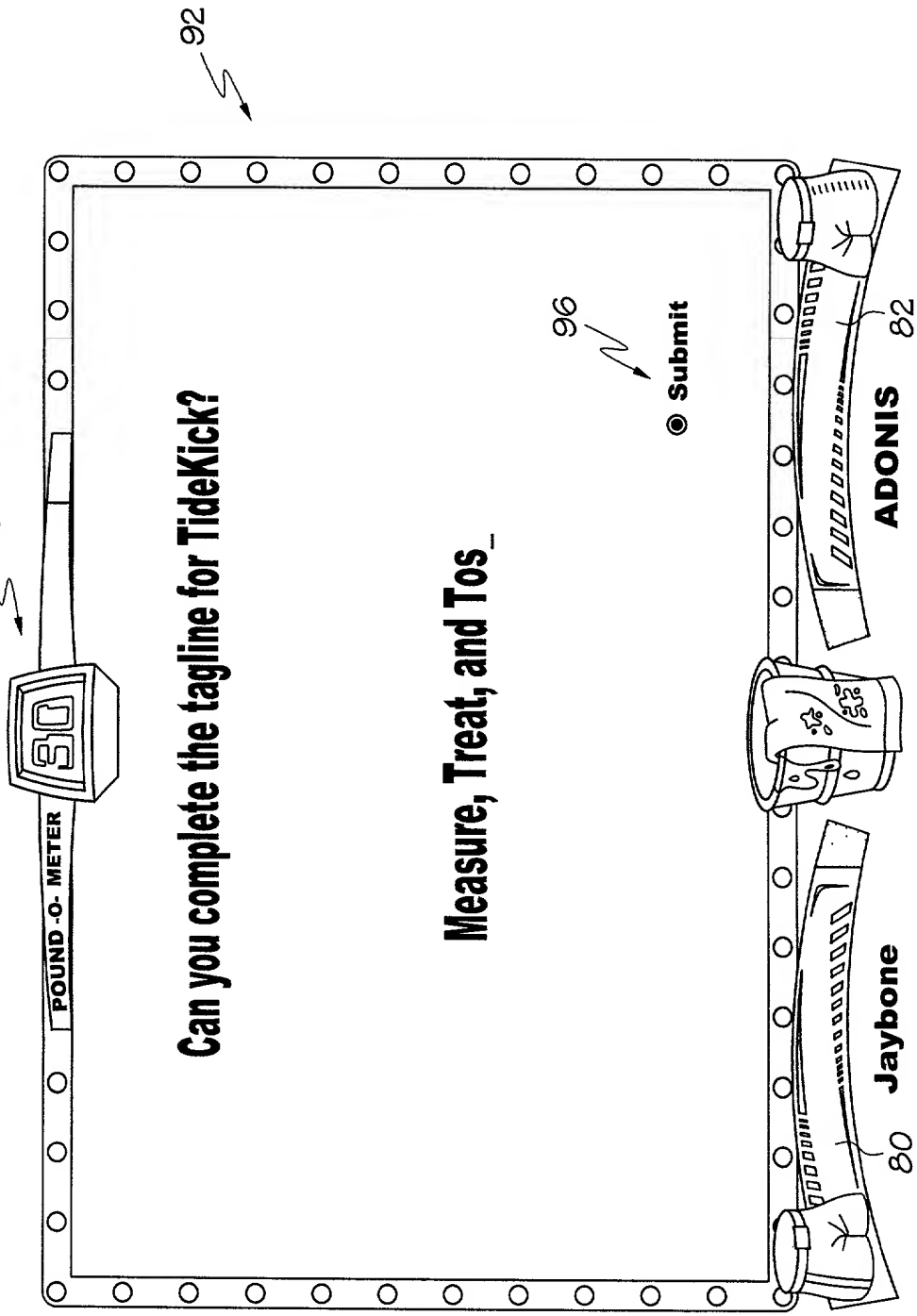

92
78
POUND -O- METER
Can you complete the tagline for TideKick?
Measure, Treat, and Tos_
96
Submit
ADONIS
82
Jaybone
80

FIG. 7

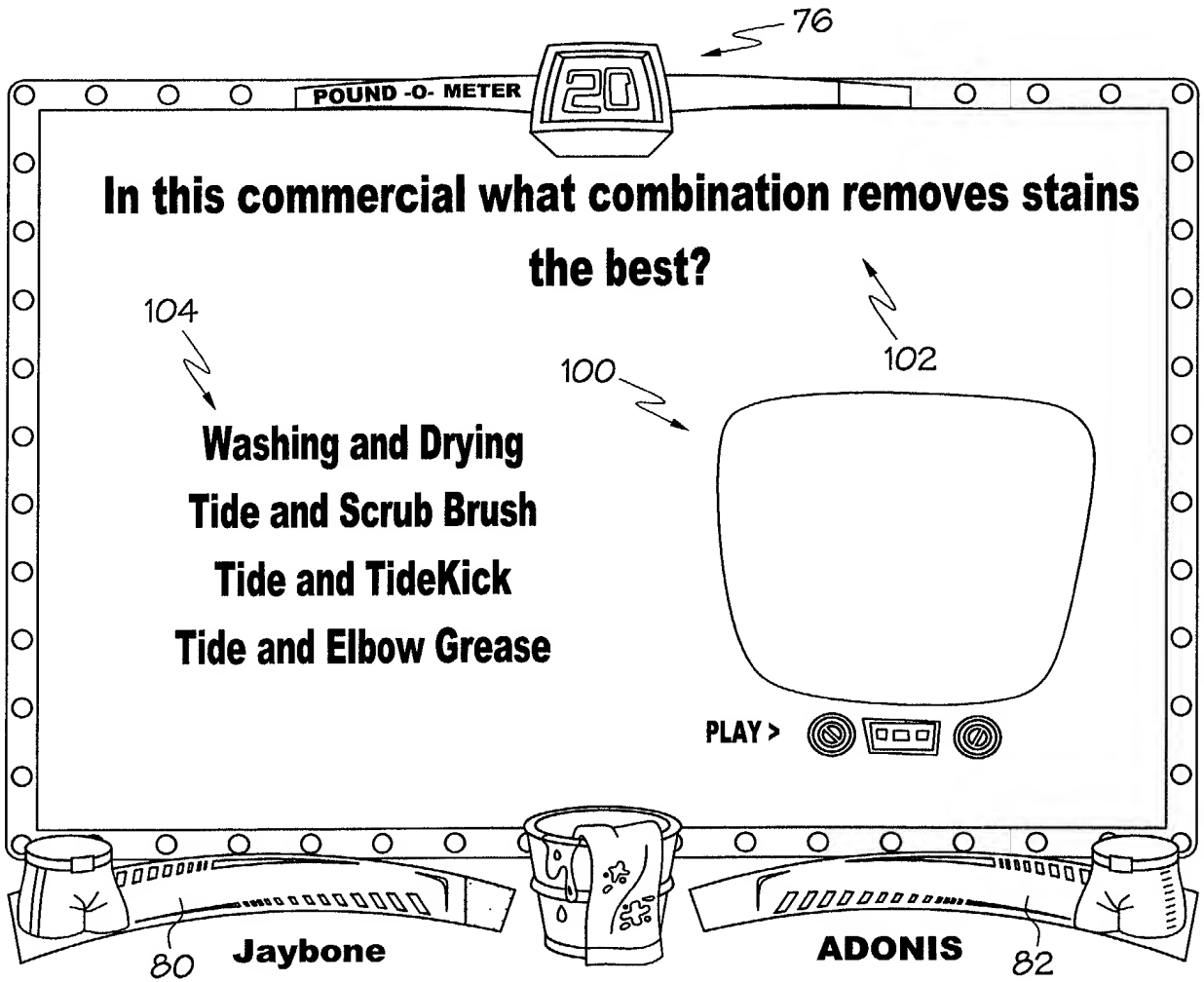

76
POUND -O- METER
20
In this commercial what combination removes stains the best?
98
104
102
100
Washing and Drying
Tide and Scrub Brush
Tide and TideKick
Tide and Elbow Grease
PLAY >
80
Jaybone
ADONIS
82

FIG. 8

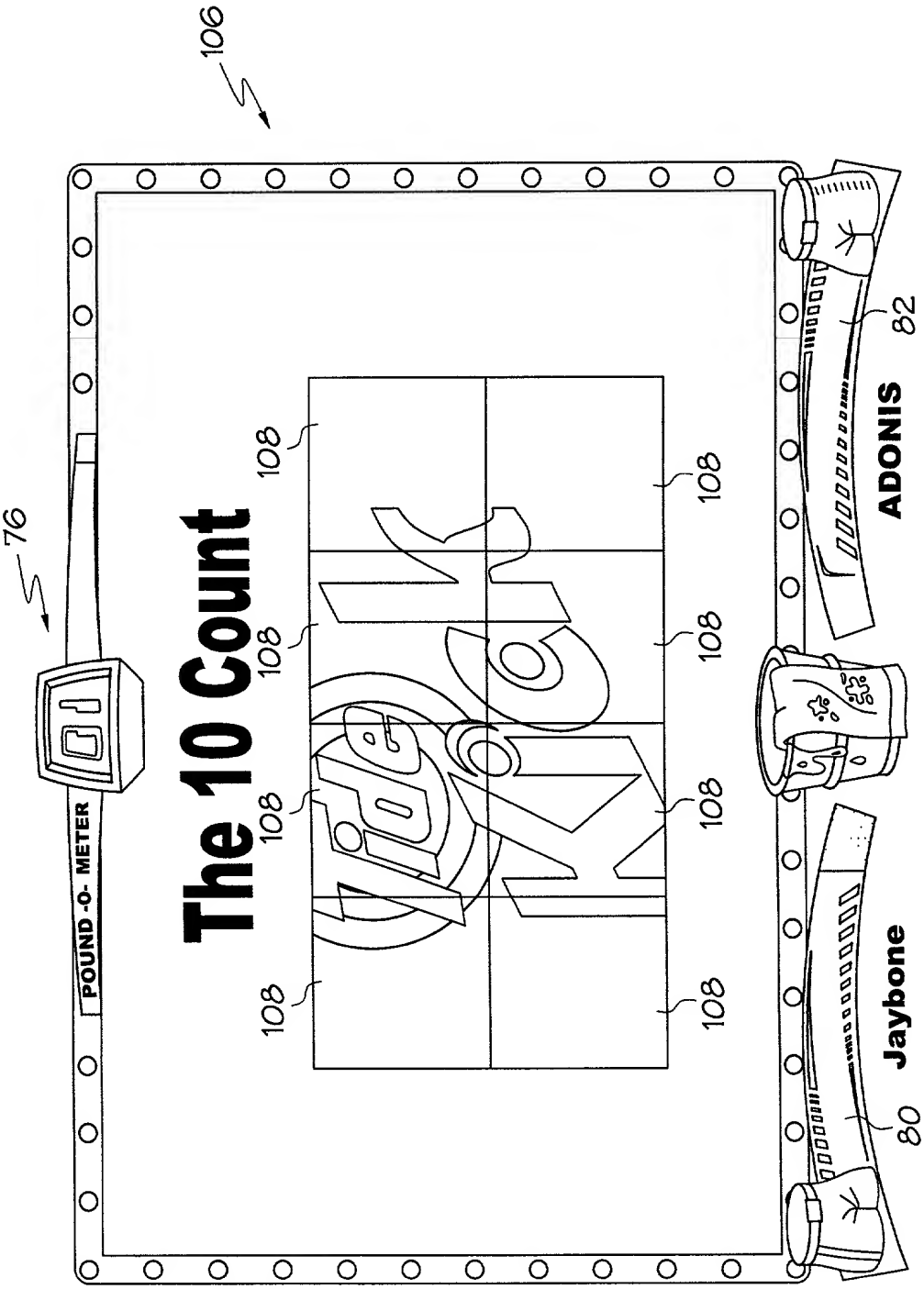


FIG. 9

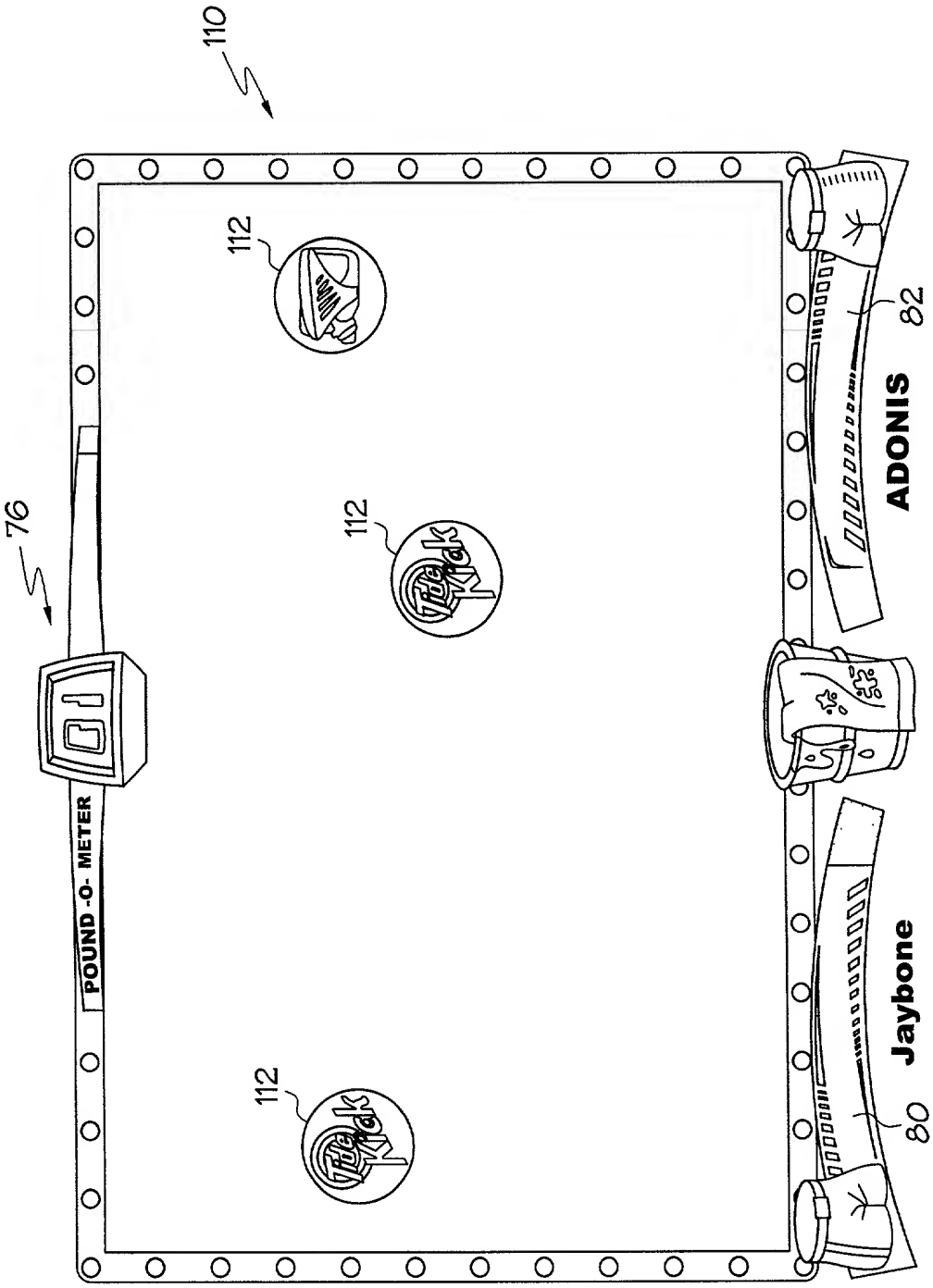


FIG. 10

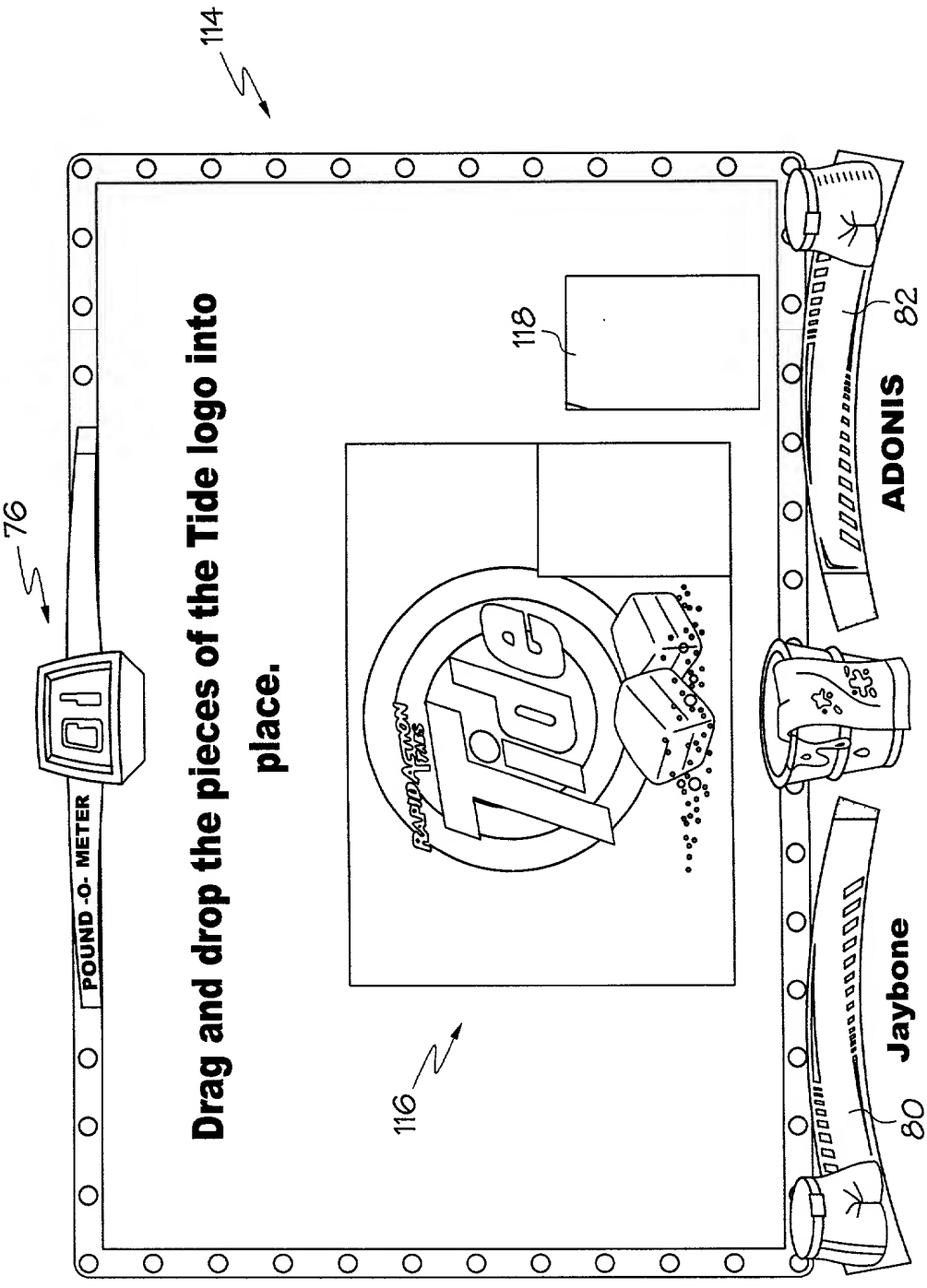
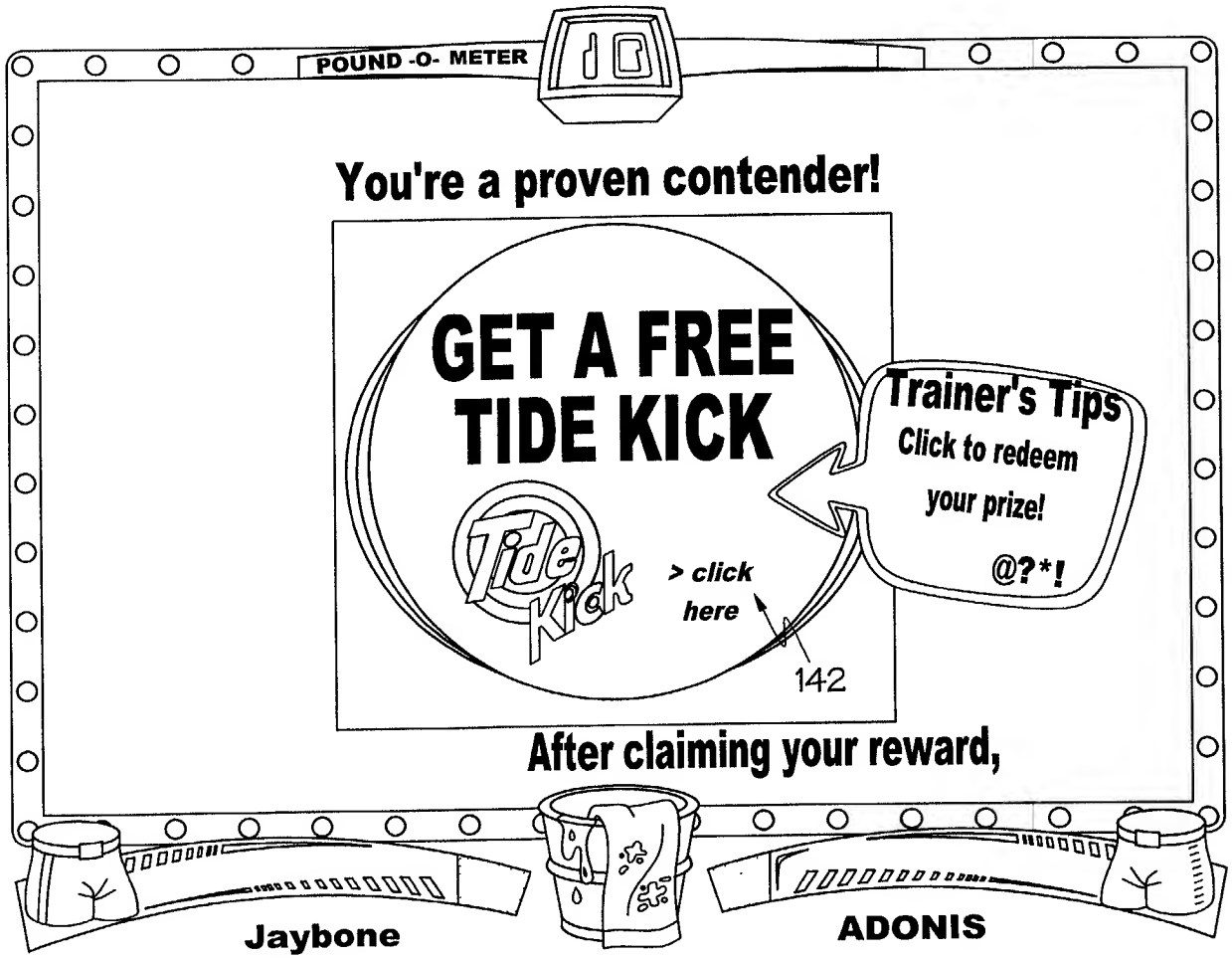

114
76
POUND -O- METER
Drag and drop the pieces of the Tide logo into place.
118
116
RAPID AGUEN TABS
ADONIS
82
Jaybone
80

FIG. 11


POUND -O- METER
You're a proven contender!
GET A FREE TIDE KICK
Tide Kick
> click here
142
Trainer's Tips
Click to redeem your prize!
@?*!
After claiming your reward,
Jaybone
ADONIS

140

FIG. 12

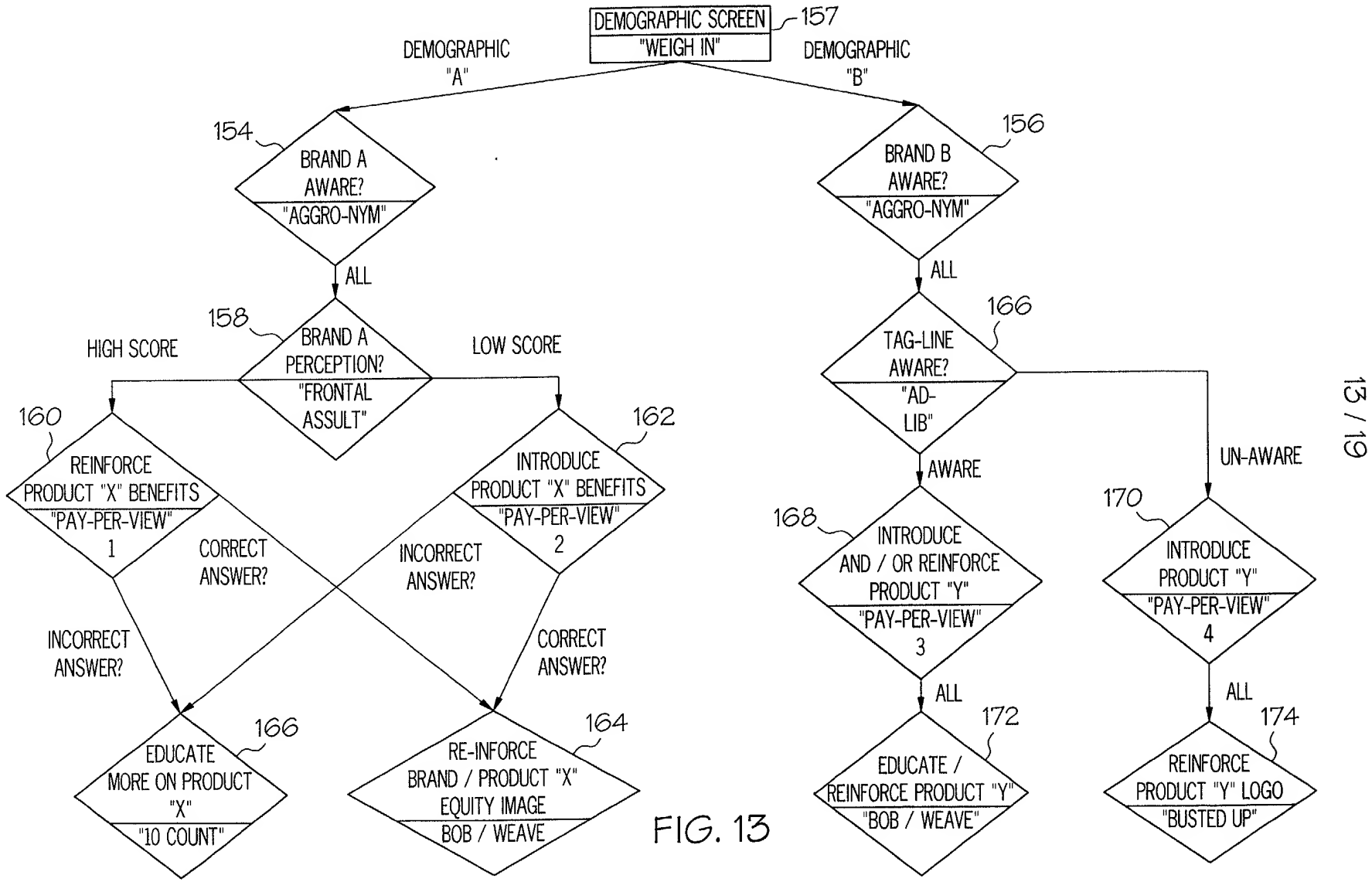

DEMOGRAPHIC SCREEN
"WEIGH IN"
157
DEMOGRAPHIC "A"
DEMOGRAPHIC "B"
154
BRAND A AWARE?
"AGGRO-NYM"
156
BRAND B AWARE?
"AGGRO-NYM"
ALL
ALL
158
BRAND A PERCEPTION?
"FRONTAL ASSULT"
HIGH SCORE
LOW SCORE
166
TAG-LINE AWARE?
"AD-LIB"
160
REINFORCE PRODUCT "X" BENEFITS
"PAY-PER-VIEW"
1
CORRECT ANSWER?
INCORRECT ANSWER?
162
INTRODUCE PRODUCT "X" BENEFITS
"PAY-PER-VIEW"
2
INCORRECT ANSWER?
CORRECT ANSWER?
AWARE
UN-AWARE
168
INTRODUCE AND / OR REINFORCE PRODUCT "Y"
"PAY-PER-VIEW"
3
170
INTRODUCE PRODUCT "Y"
"PAY-PER-VIEW"
4
ALL
ALL
166
EDUCATE MORE ON PRODUCT "X"
"10 COUNT"
164
RE-INFORCE BRAND / PRODUCT "X" EQUITY IMAGE
BOB / WEAVE
172
EDUCATE / REINFORCE PRODUCT "Y"
"BOB / WEAVE"
174
REINFORCE PRODUCT "Y" LOGO
"BUSTED UP"

FIG. 13

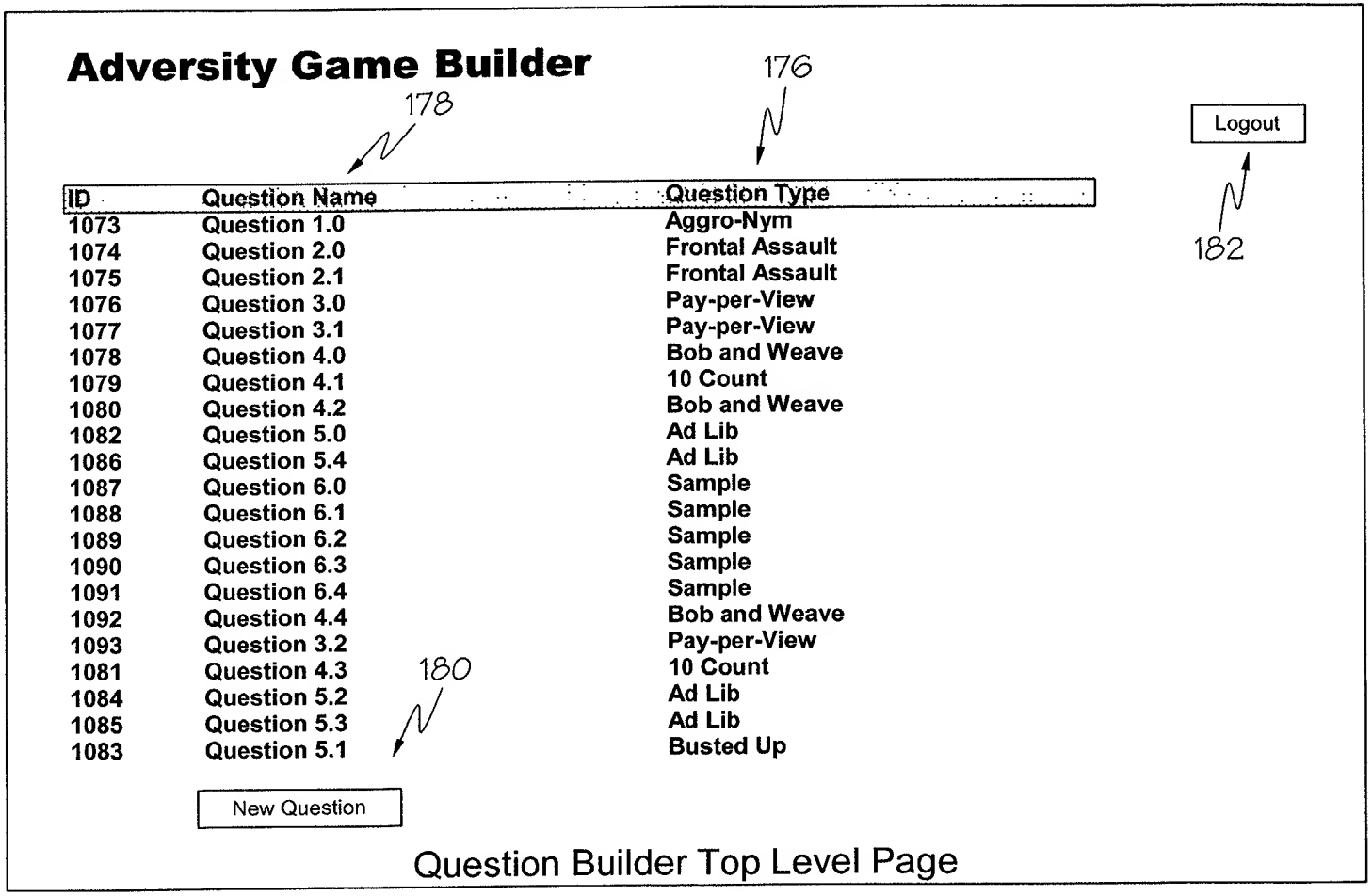
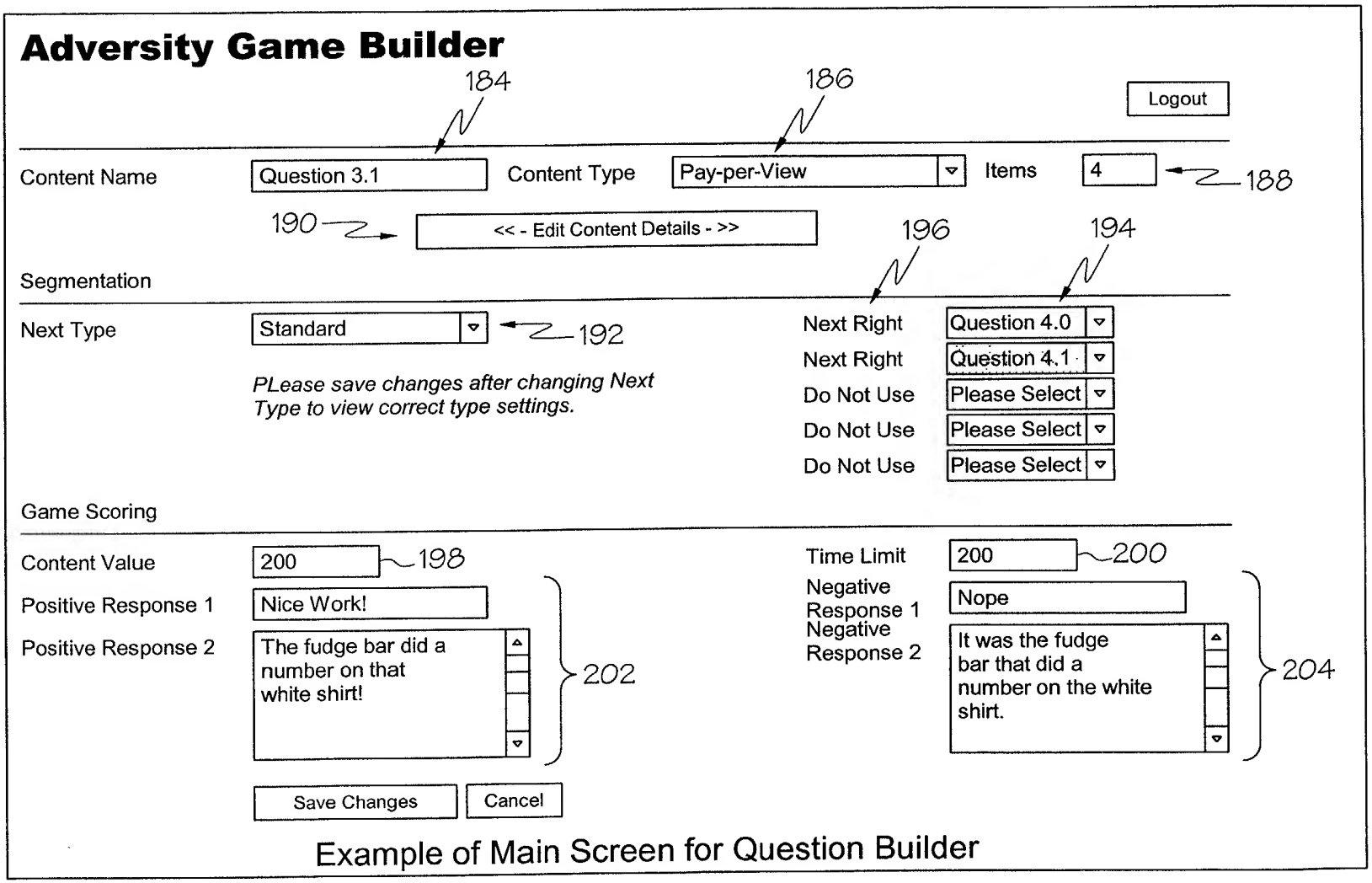

Adversity Game Builder
176
178
Logout
182
ID
Question Name
Question Type
1073 Question 1.0 Aggro-Nym
1074 Question 2.0 Frontal Assault
1075 Question 2.1 Frontal Assault
1076 Question 3.0 Pay-per-View
1077 Question 3.1 Pay-per-View
1078 Question 4.0 Bob and Weave
1079 Question 4.1 10 Count
1080 Question 4.2 Bob and Weave
1082 Question 5.0 Ad Lib
1086 Question 5.4 Ad Lib
1087 Question 6.0 Sample
1088 Question 6.1 Sample
1089 Question 6.2 Sample
1090 Question 6.3 Sample
1091 Question 6.4 Sample
1092 Question 4.4 Bob and Weave
1093 Question 3.2 Pay-per-View
1081 Question 4.3 10 Count
1084 Question 5.2 Ad Lib
1085 Question 5.3 Ad Lib
1083 Question 5.1 Busted Up
180
New Question
Question Builder Top Level Page

FIG. 14



Example of Main Screen for Question Builder

FIG. 15

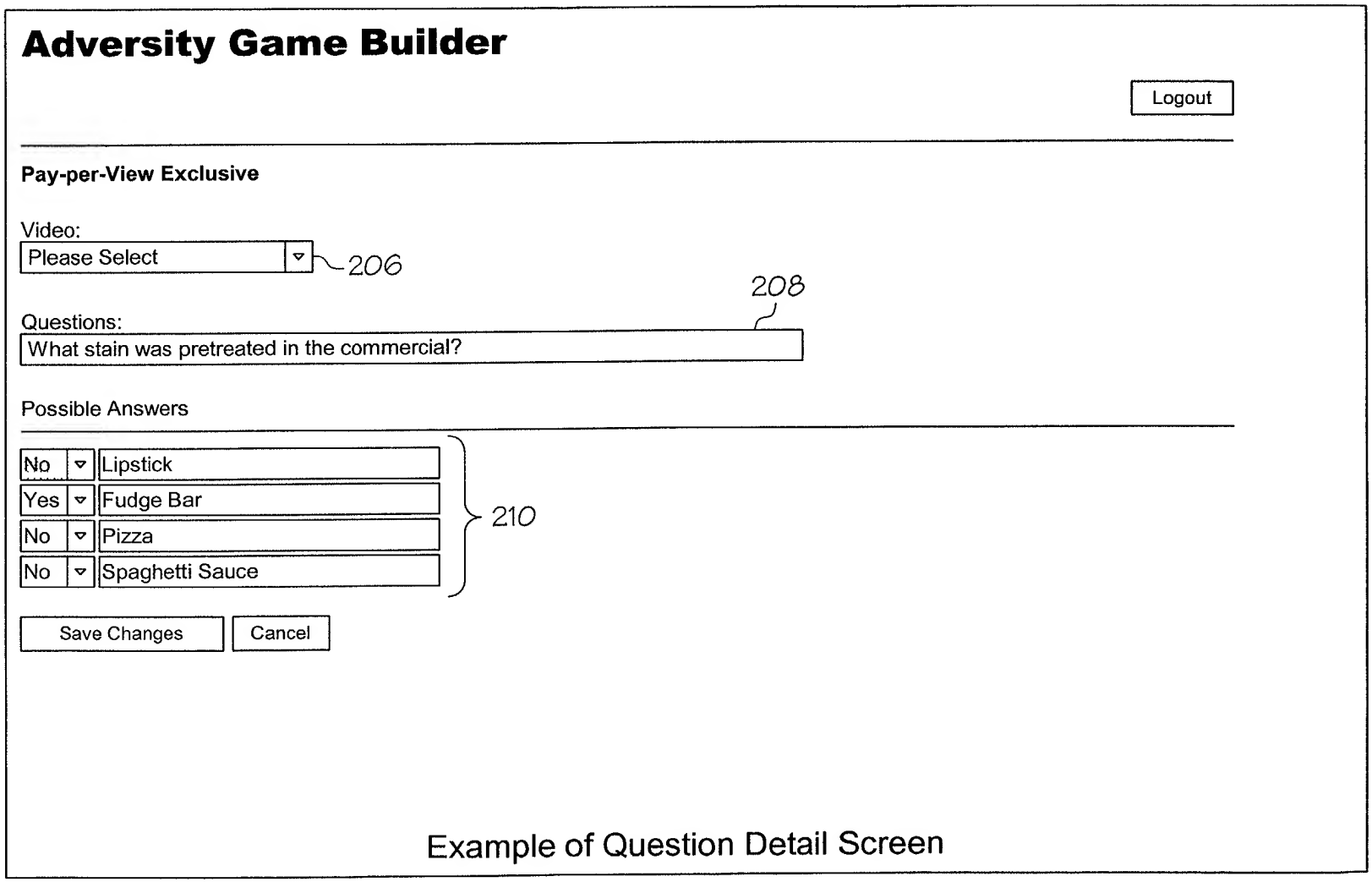
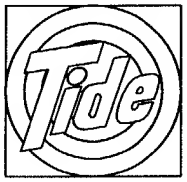

Adversity Game Builder
Logout
Pay-per-View Exclusive
Video:
Please Select
206
208
Questions:
What stain was pretreated in the commercial?
Possible Answers
No
Lipstick
Yes
Fudge Bar
No
Pizza
No
Spaghetti Sauce
210
Save Changes
Cancel
Example of Question Detail Screen

FIG. 16

Start Date : Apr 01, 2001
End Date : Jul 15, 2001

Feature Brand



Demographic of Players Competing

212

	Total (n)	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Your Brand	3204	1435	1769	259	423	779	1080	663
		44.8%	55.2%	8.1%	13.2%	24.3%	33.7%	20.7%
Average Brand	1360	589	771	115	172	314	474	284
		43.3%	56.7%	8.5%	12.7%	23.1%	34.8	20.9%

Report Run Date : Jul 16, 2001

214

Analyst Comments
Summary Report For Tide

Snapshot of Average Consumer Interaction with Your Brand Adversity

Type of Message	Average Interaction Time Seconds
Brand or product name	35.3
Brand logo	53.8
Equity statements	16.2
Tagline	24.6
Television copy	44.0
Total	173.9

216

FIG. 17

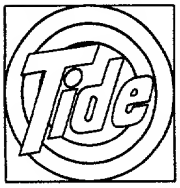
Start Date : Jun 27, 2001
End Date : Jun 27, 2001

218

Demographic Breakdown on Pay Per View Question

		Total	Gender		Age				
			M	F	14-17	18-24	25-34	35-49	50+
Copy: Stepmom Spot Question: In this commercial, what combination removes stains the best? Correct Answer : Tide and TideKick	Total unique viewers of this copy	0	0	0	0	0	0	0	0
	Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy: Stepmom Spot Question: What stain was pretreated in the commercial? Correct Answer : Fudge Bar	Total unique viewers of this copy	0	0	0	0	0	0	0	0
	Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy: Roomates Spot Question: Why does only the one roommate need clean clothes? Correct Answer : He has a 'real' job	Total unique viewers of this copy	0	0	0	0	0	0	0	0
	Percentage of viewers answering correctly		0%	0%	0%	0%	0%	0%	0%
Copy Questions : Correct answer	Total unique viewers of this copy								
	Percentage of viewers answering correctly								
Copy Questions : Correct answer	Total unique viewers of this copy								
	Percentage of viewers answering correctly								

Feature Brand



Report Run Date : Jun 27, 2001

220

Analyst Comments
Adversity Report

222

Copy Delivered

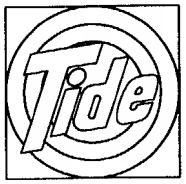
Copy Description	Average Interaction Time (Seconds)
Stepmom Spot	
Stepmom Spot	
Roommates Spot	

FIG. 18

Start Date : 27-Jun- 2001
End Date : 27-Jun- 2001

Demographic Breakdown on Aggro-Nym Question 224

Feature Brand



Primary Question: Time to Clean Up! Identify these leading brands of laundry detergent	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Total unique viewers of this question →	0	0	0	0	0	0	0	0
Percentage of viewers correctly completing ↓								
Answer 1:Purex	0%	0%	0%	0%	0%	0%	0%	0%
Answer 2:Era	0%	0%	0%	0%	0%	0%	0%	0%
Answer 3:Tide	0%	0%	0%	0%	0%	0%	0%	0%
Answer 4:Wisk	0%	0%	0%	0%	0%	0%	0%	0%
Answer 5:Cheer	0%	0%	0%	0%	0%	0%	0%	0%
Answer 6:Gain	0%	0%	0%	0%	0%	0%	0%	0%

Report Run Date : 27-Jun-2001

226

Analyst Comments
Adversity Report

Typical Consumer Interaction 228

Copy Description	Average Interaction Time (Seconds)
Primary Question: Time to Clean Up! Identify these leading brands of laundry detergent.	35.1

FIG. 19